



Permit #F00034847-B

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034847-B

Type of Permit: FILMING

Release Date: 12/16/2010

Production Company IDENTITY MEDIA INC

Producer Stephanie Bruni

Insured Company Name IDENTITY MEDIA INC

Director Laurent Chanez

Contact Phone No. 1 212-683-2500

1st AD Andy Coffing

Contact Phone No. 2

Production Manager Suzanne Stanford

Fax

FilmL.A. Coordinator Naomi Kajiyama

Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title LOREAL

Location Manager Carson Turner

Type of Production Commercial - Standard

Primary Phone Mobile - 310-991-1090
Secondary Phone Office - 212-683-2500

Location Assistant NA NA

Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE \$100.00

Total Permit Fee \$1,124.00

LA CITY FIRE SAFETY OFFICER \$1,024.00

Number of Locations 1



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Summary Information**Location****Location 1 of 1****Page 1 of 1**

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Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager Carson Turner
Primary Phone Mobile - 310-991-1090
Secondary Phone Office - 212-683-2500

Location Address 1859 N Hillcrest Dr, Beverly Hills, CA, 90210

Location Type Private Residence

Prep Dates 12/16/2010 - 12/16/2010 07:00 - 19:00

Film Dates 12/17/2010 - 12/17/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	3		Cast	5
	Cast/Crew vehicles	50		Crew	60
	Cube Trucks	3		LA City UFSO	26607
	Generator	1		assigned	
	Motor Homes	2			
	Vans	2			

Filming Activities Equipment on property; Exterior models against scenery; Interior and exterior dialogue; Interior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 05

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide **Page:** 592

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Approvals LOS ANGELES POLICE DEPARTMENT

Gabriel Martinez

Coordinator Note Company must contact Santa Monica Mountains Conservancy for access, activities, and equipment//vehicle placement on Santa Monica Mountains Conservancy property

Coordinator Note UFSO required 12/17 0700-2200 hrs (UFSO hire verified by V Jaimez 12/16)
No generator use during prep

Coordinator Note Rider B adds location; hires UFSO; collects UFSO fee

Parking **Base Camp**
Location Type : Private Parking Lot
Street : Franklin Canyon Park

Crew Parking
Location Type : Private Parking Lot
Street : Franklin Canyon Park